



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 09-29-2012 PAGE: 1 of 3

SHORR, JOHNSON, MAGNUS & PARTNERS,
LLC - 22132
ATTN: MICHAEL D'ETTORE
1831 CHESTNUT STREET #602
PHILADELPHIA PA 19103

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
400670	09-27-2012	09-28-2012	2	CASEY FOR SENATE, BOB	BOB CASEY FOR SENATE	POLITICALS	WPVI - PHILADELPHIA

Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing							Package	Contract Title	
			245316	PHILADELPHIA	A. CLIFFORD	09-28-2012	10-01-2012	M (Broadcast Month, Cycle 1)							N	245316	
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
1	09-28-2012	09-28-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)	8	30					1			1	700	1	700.00
2	10-01-2012	10-01-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)	8	30	1							1	700	1	700.00
3	09-28-2012	09-28-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	8	30					3			3	1,600	3	4,800.00
4	10-01-2012	10-01-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	8	30	3							3	1,600	3	4,800.00
5	09-28-2012	09-28-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	8	30					2			2	1,500	2	3,000.00
6	10-01-2012	10-01-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	8	30	2							2	1,500	2	3,000.00
M	MG Group #	Preempted	Rate Reason	MG Description		Duration											
	333046	10-01-2012	1,500 PER SALES MANAGEMENT	2 X 30 @ \$1,400 M 06:00AM - 07:00AM - 10/01/12-10/01/12 (6949),	9	30	X							2	1,400	2	2,800.00
		10-01-2012	1,500 PER SALES MANAGEMENT	1 X 30 @ \$200 S 12:35AM - 01:35AM - 09/29/12-09/29/12 (7766)	8	30						X		1	200	1	200.00
		Total:	3,000											Preempt Total:		-2	-3,000.00
7	09-28-2012	09-28-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)	8	30					1			1	1,100	1	1,100.00
8	10-01-2012	10-01-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)	8	30	1							1	1,100	1	1,100.00
9	09-28-2012	09-28-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)	9	30					1			1	1,800	1	1,800.00
10	10-01-2012	10-01-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)	9	30	1							1	2,000	1	2,000.00
11	09-28-2012	09-28-2012	07:30PM - 08:00PM	ACCESS MO-FR WHEEL (7064)	9	30					1			1	1,800	1	1,800.00
12	10-01-2012	10-01-2012	07:30PM - 08:00PM	ACCESS MO-FR WHEEL (7064)	9	30	1							1	2,000	1	2,000.00

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Contract No 400670		Contract Dt 09-27-2012	Revision Dt 09-28-2012	Rev# 2	Advertiser CASEY FOR SENATE, BOB			Brand BOB CASEY FOR SENATE			Product Code POLITICALS				Station/Market WPVI - PHILADELPHIA						
Agency Est#			CMS # 245316	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD		Start Date 09-28-2012	End Date 10-01-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 245316					
Line	Start Date	End Date	Time Period	Description					RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
13	10-01-2012	10-01-2012	08:00PM - 10:00PM	PRIME MO8 (7008)					9	30	2							2	8,500	2	17,000.00
14	09-30-2012	09-30-2012	09:00PM - 10:00PM	PRIME REVENGE PREMIERE (9955)					8	30							1	1	14,000	1	14,000.00
15	09-28-2012	09-28-2012	11:40PM - 12:07AM	LF NIGHTLINE 1135P LTC 1/7/13 (6970)					8	30					1			1	1,500	1	1,500.00
M	MG Group #	Preempted	Rate Reason		MG Description						Duration										
	333048	09-28-2012	1,500 PER SALES MANAGEMENT		1 X 30 @ \$1,300 F 11:40PM - 12:07AM - 09/28/12-09/28/12 (6970),					8	30					X		1	1,300	1	1,300.00
					1 X 30 @ \$200 S 12:35AM - 01:35AM - 09/29/12-09/29/12 (7766)					8	30					X		1	200	1	200.00
	Total:		1,500															Preempt Total:		-1	-1,500.00
	16	10-01-2012	10-01-2012	12:05AM - 12:32AM	LF NIGHTLINE 1135P LTC 1/7/13 (6970)					8	30	1							1	1,500	1
17	09-28-2012	09-30-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)					8	30					1	1	1	3	2,500	3	7,500.00
18	10-01-2012	10-01-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)					9	30	1							1	2,500	1	2,500.00
19	10-01-2012	10-01-2012	10:00PM - 11:00PM	PRIME MO10 (7010)					8	30	1							1	6,400	1	6,400.00
20	09-28-2012	09-28-2012	10:00PM - 11:00PM	PRIME FR10 (7044)					9	30					1			1	2,000	1	2,000.00
21	09-30-2012	09-30-2012	01:00AM - 02:00AM	LF ROS 1135P-459AM MO-SU (7205)					0	30							X	1	0	1	0.00
																		Contracted Gross Total:		30	79,200.00
																		Actual Gross Total:		32	79,200.00
																		Agency Commission:			11,880.00
																		Net Total:			67,320.00

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Contract No 400670		Contract Dt 09-27-2012		Revision Dt 09-28-2012		Rev# 2		Advertiser CASEY FOR SENATE, BOB				Brand BOB CASEY FOR SENATE						Product Code POLITICALS						Station/Market WPVI - PHILADELPHIA					
Agency Est#				CMS # 245316		Sales Office PHILADELPHIA		Account Executive A. CLIFFORD				Start Date 09-28-2012		End Date 10-01-2012		Billing M (Broadcast Month, Cycle 1)						Package N		Contract Title 245316					
Line	Start Date		End Date		Time Period		Description						RC	Duration		M	T	W	T	F	S	S	SPW		Price	Tot Spots		Total \$	
Month/YR				Preempted				Made Good				Contract Total				Adjustments										Actual Total			
Sep 12				1,500.00				1,700.00				38,200.00				200.00 DB										38,400.00			
Oct 12				3,000.00				2,800.00				41,000.00				200.00 CR										40,800.00			
TOTAL				4,500.00				4,500.00				79,200.00				0.00										79,200.00			

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